

SAN FRANCISCO PUBLIC LIBRARY



3 1223 06436 3600

PROPOSED ARTICLE 6 OF CITY PLANNING CODE,
ENTITLED "SIGNS"

SECOND DRAFT

October 17, 1963

D

REF
346.045
Sa52p

Department of City Planning
100 Larkin Street
San Francisco, California

Second Draft
October 17, 1963

Proposed Article 6 of
City Planning Code,
Entitled "Signs"

Sec. 601.	Special Purposes	Page	2
Sec. 602.	Special Definitions.		3
Sec. 603.	Exempted Signs		8
Sec. 604.	Permits and Conformity Required.		9
Sec. 605.	Public Use Districts		11
Sec. 606.	Residential Districts		12
Sec. 607.	Commercial and Industrial Districts		17
Sec. 608.	Special Sign Districts		20
Sec. 609.	Amortization Periods		24
Changes in Existing Code Provisions.			27

SEC. 601. Special Purposes. This Article 6 is adopted in recognition of the important function of signs and of the need for their regulation under the comprehensive zoning ordinance of the City and County. In addition to those purposes of the City Planning Code stated in Section 101, it is the further purpose of this Article 6 to safeguard and enhance property values in residential, commercial and industrial areas; to protect public investment in and the character and dignity of public buildings, open spaces and thoroughfares; to protect the distinctive appearance of San Francisco which is produced by its unique geography, topography, street patterns, skyline and architectural features; to encourage sound practices and lessen the objectionable effects of competition in respect to size and placement of signs; to aid in the attraction of tourists and other visitors who are so important to the economy of the City and County; to reduce hazards to motorists and pedestrians traveling on the public way; and thereby to promote the public health, safety and welfare.

SEC. 602. Special Definitions. The following definitions shall apply to this Article 6, in addition to such definitions in Section 102 of this Code as may be appropriate.

SEC. 602.1. Area (Of A Sign). The entire area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or up-rights on which such sign is placed but including any sign tower. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

SEC. 602.2. Attached to a Building. Supported, in whole or in part, by a building.

SEC. 602.3. Business Sign. A sign which directs attention to a business, commodity, service, industry or other activity which is sold, offered, or conducted, other than incidentally, on the premises upon which such sign is located, or to which it is affixed.

SEC. 602.4. Directly Illuminated Sign. A sign designed to give forth artificial light directly (or through transparent or translucent material) from a source of light within such sign, including but

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

not limited to neon and exposed lamp signs.

SEC. 602.5. Fin Sign. A sign supported partly by a pole or poles placed in the ground, and partly by a one-story building.

SEC. 602.6. Free Standing. In no part supported by a building.

SEC. 602.7. Freeway. A highway, in respect to which the owners of abutting lands have no right or easement of access to or from their abutting lands or in respect to which such owners have only limited or restricted right or easement of access, the precise route for which has been determined and designated as a freeway by an authorized agency of the State or a political subdivision thereof. The term shall include the main traveled portion of the trafficway and all ramps and appurtenant land and structures.

SEC. 602.8. General Advertising Sign. A sign which directs attention to a business, commodity, industry or other activity which is sold, offered or conducted elsewhere than on the premises upon which such sign is located, or to which it is affixed, and which is sold, offered or conducted on such premises only incidentally if at all.

SEC. 602.9. Height (Of A Sign). The vertical distance from the uppermost point used in measuring the area of a sign, as defined in Section 602.1, to the ground immediately below such point or to the level of the upper surface of the nearest curb of a street or alley (other than a structurally elevated roadway), whichever measurement permits the greater elevation of the sign.

SEC. 602.10. Identifying Sign. A sign for a use listed in Article 2 of this Code as either a principal or a conditional use

Digitized by the Internet Archive
in 2016

permitted in an R district, regardless of the district in which the use itself may be located, which sign serves to tell only the name, address and lawful use of the premises upon which the sign is located, or to which it is affixed. A bulletin board of a public, charitable or religious institution, used to display announcements relative to meetings to be held on the premises, shall be deemed an identifying sign.

SEC. 602.11. Indirectly Illuminated Sign. A sign illuminated with a light directed primarily toward such sign and so shielded that no direct rays from the light are visible elsewhere than on the lot where said illumination occurs. If not effectively so shielded, such sign shall be deemed to be a directly illuminated sign.

SEC. 602.12. Landscaped Freeway. Any part of a freeway that is now or hereafter classified by the State or a political subdivision thereof as a landscaped freeway. Any part of a freeway that is not so designated shall be deemed a non-landscaped freeway.

SEC. 602.13. Name Plate. A sign affixed flat against a wall of a building and serving to designate only the name or the name and professional occupation of a person or persons residing in or occupying space in such building..

SEC. 602.14. Non-illuminated Sign. A sign which is not illuminated, either directly or indirectly.

SEC. 602.15. Pole Sign. A sign supported by a pole or poles but not by a building.

SEC. 602.16. Projection. The horizontal distance by which the furthestmost point used in measuring the area of a sign, as defined in

Section 602.1, extends beyond a street property line or a building set-back line. A sign placed flat against a wall of a building parallel to a street or alley shall not be deemed to project for purposes of this definition. A sign on an awning, canopy or marquee shall be deemed to project to the extent that such sign extends beyond a street property line or a building set-back line.

SEC. 602.17. Roof Line. The upper edge of any building wall or parapet, exclusive of any sign tower.

SEC. 602.18. Roof Sign. A sign erected or painted wholly on or above the roof covering any portion of a building and either supported on the roof or on an independent structural frame or sign tower or located on the side or roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

SEC. 602.19. Sale or Lease Sign. A sign which serves only to indicate with pertinent information the availability for sale, lease or rental of the lot or building on which it is placed, or some part thereof.

SEC. 602.20. Sign. Any structure, part thereof, or device or inscription which is located upon, attached to, or painted or represented on any land, on any building or structure, on the outside or inside of a window, or on an awning, canopy, marquee or similar appendage, and which displays or includes any numeral, letter, word, model, banner, emblem, insignia, symbol, device, light, trademark, or other representation used as, or in the nature of, an announcement, advertisement, attention-arrester, direction, warning, or designation of any person, firm, group, organization, place, commodity, product,

service, business, profession, enterprise, or industry.

SEC. 602.21. Sign Tower. A tower, whether attached to a building, free standing, or an integral part of a building, which is erected for the primary purpose of incorporating a sign, or having a sign attached thereto.

SEC. 602.22. Street Property Line. For purposes of this Article 6 only, street property line shall mean any line separating private property from either a street or an alley.

SEC. 602.23. Wind Sign. Any sign in the nature of a series of two or more banners, flags, or other objects, fastened in such a manner as to move upon being subjected to pressure by wind or breeze.

[illegible]

SEC. 603. Exempted Signs. Nothing in this Article 6 shall apply to any of the following signs:

(a) Official public notices, and notices posted by public officers in performance of their duties.

(b) Governmental signs for control of traffic and other regulatory purposes, street signs, danger signs, railroad crossing signs, and signs of public service companies indicating danger and aids to service or safety.

(c) Temporary display posters, without independent structural support, in connection with political campaigns and with civic non-commercial health, safety and welfare campaigns, provided that in R districts such posters shall be removed within 60 days following the conclusion of the campaign.

(d) Flags, emblems, insignias and posters of any nation or political subdivision, religious symbols attached to buildings if not projecting beyond any street property line or building set-back line, and temporary displays of a patriotic, religious, charitable or civic character.

(e) House numbers, whether illuminated or not, "no trespassing", "no parking", and other warning signs.

(f) Commemorative plaques placed by recognized historical agencies.

(g) Signs within a stadium, open-air theatre or arena which are designed primarily to be viewed by patrons within such stadium, open-air theatre or arena.

CHAPTER I. THE DISCOVERY OF AMERICA.

SECTION I. THE DISCOVERY OF AMERICA.

SECTION II. THE DISCOVERY OF AMERICA.

SECTION III. THE DISCOVERY OF AMERICA.

SECTION IV. THE DISCOVERY OF AMERICA.

SECTION V. THE DISCOVERY OF AMERICA.

SECTION VI. THE DISCOVERY OF AMERICA.

SECTION VII. THE DISCOVERY OF AMERICA.

SECTION VIII. THE DISCOVERY OF AMERICA.

SECTION IX. THE DISCOVERY OF AMERICA.

SECTION X. THE DISCOVERY OF AMERICA.

SECTION XI. THE DISCOVERY OF AMERICA.

SECTION XII. THE DISCOVERY OF AMERICA.

SECTION XIII. THE DISCOVERY OF AMERICA.

SECTION XIV. THE DISCOVERY OF AMERICA.

SECTION XV. THE DISCOVERY OF AMERICA.

SECTION XVI. THE DISCOVERY OF AMERICA.

SECTION XVII. THE DISCOVERY OF AMERICA.

SECTION XVIII. THE DISCOVERY OF AMERICA.

SECTION XIX. THE DISCOVERY OF AMERICA.

SECTION XX. THE DISCOVERY OF AMERICA.

SECTION XXI. THE DISCOVERY OF AMERICA.

SECTION XXII. THE DISCOVERY OF AMERICA.

SECTION XXIII. THE DISCOVERY OF AMERICA.

SECTION XXIV. THE DISCOVERY OF AMERICA.

SECTION XXV. THE DISCOVERY OF AMERICA.

SEC. 604. Permits and Conformity Required.

(a) No sign, other than those signs exempted by Section 603 of this Code, shall be erected, placed, replaced, reconstructed or re-located on any property or expanded in area or in any dimension except in conformity with the provisions of this Code, or without a permit having been duly issued therefor, and no such permit shall be issued unless and until approved by the Department of City Planning. A mere change of copy on a sign the customary use of which involves frequent and periodic changes of copy shall not be subject to the provisions of this paragraph, but in the case of other signs a change in copy shall constitute a new sign subject to the provisions of this paragraph when the result of said change is an announcement, advertisement, attention-arrester, direction, warning, or designation of a different person, firm, group, organization, place, commodity, product, service, business, profession, enterprise or industry.

(b) The provisions of paragraph (a) above shall apply to, among other things, any sign painted or repainted directly on the wall of any building or structure, and any sign painted or repainted directly on a door or window in a P or R district.

(c) Each application for a permit for a sign shall be accompanied by a scaled drawing of the sign, including the location of the sign on the building or other structure or on the lot, and including the copy except in the case of a sign the customary use of which involves frequent and periodic changes of copy.

the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

of the first of these was the establishment of a permanent

(d) Nothing in this Article 6 shall be deemed to permit any use of property that is otherwise prohibited by this Code, or to permit any sign that is prohibited by the regulations of any special sign district or any other Code.

SEC. 605. Public Use Districts. All applications for permits to erect business signs in P districts shall be submitted to the City Planning Commission for approval or disapproval. The Commission, in its review, shall take into account the nature of the property and its use, the functional necessity for the sign, the proposed size, location, design and content of the sign, the degree of its harmony with the public purposes of the property and with the surrounding area, and the restrictions of this Code for signs in other districts. No general advertising sign shall be permitted.

SEC. 606. Residential Districts. Signs in R districts, other than those signs exempted by Section 603 of this Code, shall conform to the following provisions:

(a) General provisions for all signs:

1. No sign shall project beyond a street property line or building set-back line.
2. No sign shall have or consist of any moving, rotating or otherwise animated part, or (if permitted to be illuminated) any flashing, blinking, fluctuating or otherwise animated light.
3. No roof sign, wind sign, or general advertising sign shall be permitted.
4. No sign shall extend above the roof line of a building to which it is attached.

(b) Signs for uses permitted in R districts. The following types of signs, subject to the limitations prescribed for them, shall be the only signs permitted for uses authorized as principal or conditional uses in R districts, except that signs for any retail sales or service establishments so authorized in R-4 or R-5 shall be subject to the limitations of paragraph (c)3 below.

1. One non-illuminated or indirectly illuminated name plate for each street frontage of the lot, not exceeding a height of 12 feet, and having an area not exceeding one square foot in R-1-D, R-1 and R-2 districts, or 2 square feet in R-3, R-4 and R-5 districts.

SEC. 606(b) (cont.)

2. One identifying sign for each street frontage of the lot, not exceeding a height of 12 feet, and meeting the following additional requirements:

R-1-D, R-1 and R-2 districts: non-illuminated or indirectly illuminated only; maximum area 12 sq. ft.

R-3 districts: maximum area 4 sq. ft. if directly illuminated, and 18 sq. ft. if non-illuminated or indirectly illuminated.

R-4 and R-5 districts: maximum area 8 sq. ft. if directly illuminated, and 36 sq. ft. if non-illuminated or indirectly illuminated.

3. One temporary non-illuminated or indirectly illuminated sale or lease sign for each street frontage of the total parcel involved, not exceeding a height of 24 feet, and having an area not exceeding 6 square feet for each lot or for each 3000 square feet in such total parcel, whichever ratio permits the larger area, provided that no such sign shall exceed 240 square feet in area and any such sign exceeding 18 square feet in area shall be set back at least 25 feet from all street property lines. Any sale or lease sign shall be removed within 7 days following removal of the property from the market.
4. Temporary non-illuminated signs of persons and firms connected with work on buildings under actual

SEC. 606(b) (cont.)

construction or alteration, giving their names and information pertinent to the project, not exceeding a height of 24 feet, with the combined area of all such signs not to exceed 20 square feet for each street frontage of the project.

(c) Signs for non-conforming uses. Signs for any use in an R district which is non-conforming under the provisions of Sections 150 through 156 of this Code, or which is given conditional use status under said Sections, shall be subject to the provisions of this paragraph (c), except that any such use that would first be permitted as either a principal or a conditional use in some other R district under Article 2 of this Code shall be subject to the provisions of paragraph (b) above. Any illumination permitted for signs covered by this paragraph (c) shall be extinguished at all times when the non-conforming use is not open for business.

1. Automobile service stations. The following business signs are permitted for an automobile service station. Any such signs may be non-illuminated or indirectly or directly illuminated.

(A) Two fin signs, or two pole signs, or one of each. No such sign shall extend more than 10 feet above the roof line if attached to a building, or exceed a height of 24 feet if free standing. The area of a pole sign shall not exceed 80 square feet. The area of a fin sign shall

not exceed 180 square feet, and any part of such a sign that is within 10 feet of a street property line shall not exceed 80 square feet in area.

- (B) Other permanent and temporary signs customarily incidental to the service station business. No such sign shall extend above the roof line if attached to a building, or exceed a height of 24 feet if free standing. The area of such signs shall not exceed 20 square feet for each such sign or a total of 80 square feet for all such signs on the premises.

2. Open land uses. If there is no building with more than 50 square feet of floor area involved in the use, one business sign is permitted for each street frontage occupied by such use, not exceeding a height of 12 feet and having an area not exceeding one square foot for each foot of such street frontage. The total area of all signs for such a use shall not exceed 50 square feet. Any such sign may be non-illuminated or indirectly illuminated.
3. Other uses. For a use not listed in paragraph (1) or (2) above, one business sign is permitted for each street frontage occupied by the use, placed flat against the wall that faces such street and not located

the first of these is the fact that the

second is the fact that the

third is the fact that the

fourth

fifth is the fact that the

sixth is the fact that the

seventh is the fact that the

eighth is the fact that the

ninth is the fact that the

tenth is the fact that the

eleventh is the fact that the

twelfth is the fact that the

thirteenth is the fact that the

fourteenth is the fact that the

fifteenth is the fact that the

sixteenth is the fact that the

seventeenth is the fact that the

eighteenth is the fact that the

nineteenth is the fact that the

twentieth is the fact that the

twenty-first is the fact that the

twenty-second is the fact that the

twenty-third is the fact that the

twenty-fourth is the fact that the

twenty-fifth is the fact that the

above the ground floor. Such sign shall not exceed an area of 2 square feet for each foot of street frontage occupied by the building or part thereof that is devoted to the non-conforming use. The total area of all signs for such a use shall not exceed 100 square feet. Any such sign may be non-illuminated or indirectly illuminated. In R-3, R-4 and R-5 districts, any such sign may be directly illuminated.

SEC. 607. Commercial and Industrial Districts. Signs in C and M districts, other than those signs exempted by Section 603 of this Code, shall conform to the following provisions:

(a) General provisions.

1. No roof sign or wind sign shall be permitted.
2. No sign shall have or consist of any moving, rotating, or otherwise animated part, except for the rotation of barber poles and the indication of time of day and temperature.

(b) Illumination. Any sign may be non-illuminated or indirectly or directly illuminated, but no sign in a C-1 or C-2 district shall have or consist of any flashing, blinking, fluctuating or otherwise animated light.

(c) Projection. No sign shall project more than 75 per cent of the horizontal distance from the street property line to the curb line, and in no case shall a sign project more than 10 feet beyond the street property line or building set-back line in C-1 districts, or 12 feet beyond the street property line or building set-back line in any other C or M district.

(d) Height and extension above roof line.

1. Signs attached to buildings. No sign attached to a building shall extend or be located above the roof line of the building to which it is attached; except that up to one-half the area of a business sign attached to the street wall of a building may

extend above the roof line, up to the maximum height permitted for free standing signs in the same district or 10 feet above the roof line, whichever is the lesser.

2. Free standing signs. The maximum height for free standing signs shall be as follows:

In C-1: 24 feet;

In C-2: 24 feet, except that the maximum height shall be 32 feet for property to a depth of 120 feet in C-2 districts along Market Street from Octavia Street to Castro Street, Mission Street from Seventeenth Street to Randall Street, Geary Boulevard from Masonic Avenue to Twenty-eighth Avenue, and Lombard Street from Van Ness Avenue to Broderick Street, all as more specifically designated on the maps entitled "Special Height Districts for Signs", which are Sectional Maps Nos. ____ through ____ of the Zoning Map of the City and County of San Francisco;

In all other C and M districts: 40 feet.

(e) Special standards for automobile service stations. For automobile service stations, only the following signs are permitted, subject to the standards in this paragraph (e) and to all other standards in this Section 607.

1. Two fin signs, or two pole signs, or one of each. No such sign shall extend more than 10 feet above the roof line if attached to a building. The area of a pole sign shall not exceed 80 square feet. The area of a fin sign shall not exceed 180 square feet, and any part of such a sign that is within 10 feet of a street property line shall not exceed 80 square

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

feet in area. No fin or pole sign shall project more than 5 feet beyond any street property line or building set-back line.

2. Other permanent and temporary business signs, not to exceed 20 square feet in area for each such sign or a total of 180 square feet for all such signs on the premises. No such sign shall extend above the roof line if attached to a building, or in any case project beyond any street property line or building set-back line.
3. General advertising signs meeting the provisions of this Section 607.

(f) Other special regulations. The owners of 75 per cent of the frontage (in feet) of properties on both sides of a street or alley between any two intersecting streets may make application for creation of a special district between said intersecting streets with sign regulations more restrictive than those already contained in this Article 6. Such application shall be treated as an application for an amendment under Sections 305, 306 and 307 of this Code, except that notice of hearing thereon need be mailed only to the owners of property included within said frontage rather than to all owners within 300 feet of said property.

SEC. 608. Special Sign Districts. In each of the following special sign districts, signs shall be subject to the special limitations indicated, in addition to all other applicable provisions of this Code.

SEC. 608.1. Near R Districts. No general advertising sign, and no other sign exceeding 100 square feet in area, shall be located in a C or M district within 100 feet of any R district in such a manner as to be primarily viewed from residentially-zoned property or from any street or alley within an R district; any sign of which the face is located parallel to a street property line and lies for its entire width opposite a C or M district shall be deemed prima facie not to be primarily so viewed. No sign of any size within 100 feet of any R district shall project beyond the street property line or building setback line of any street or alley leading off the main commercial frontage into the R district.

SEC. 608.2. Near Schools, Parks and Recreation Facilities. No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located within 100 feet of any part of the premises of a school, attendance at which satisfies the compulsory education laws of the State of California, in such a way that it is primarily viewed through any part of such premises. No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located within 200 feet of any part of the premises of a park, playground, recreation center or facility, square, avenue or grounds under the jurisdiction and supervision of the San Francisco Recreation and Park Commission or a park, playground, or recreation center or facility of any other public agency, if any face of such sign is

visible in whole or in part from any part of such premises, or if the sign is so arranged that it is primarily viewed through such premises.

SEC. 608.3. Within Civic Center Area. No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located within the Civic Center Special Sign District, as designated on Sectional Map No. ____ of the Zoning Map of the City and County of San Francisco. Within such district, no sign that is located on publicly-owned property, or that is located on a street frontage facing publicly-owned property, shall have any moving, rotating or otherwise animated part; or have any flashing, blinking, fluctuating or otherwise animated light; or project beyond any street property line or building set-back line; or be attached to a building in any manner other than with its entire area flat against a wall of such building that directly faces a street.

SEC. 608.4. Within Candlestick Park Area. No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located within the Candlestick Park Special Sign District, as designated on Sectional Map No. ____ of the Zoning Map of the City and County of San Francisco.

SEC. 608.5. Near Freeways. No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located after the date of determination and designation of the route of a landscaped or non-landscaped freeway so that it is primarily to be viewed by persons traveling on any portion of such freeway. Any such sign that is located or proposed to be located within 200 feet of such a freeway and visible therefrom shall be deemed prima facie a sign

primarily to be viewed by persons traveling on such freeway, but any such sign that is located or proposed to be located at a greater distance may also be found to be located primarily to be so viewed.

SEC. 608.6. Near Certain Scenic Streets. No general advertising sign, and no other sign exceeding 200 square feet in area, shall be located within the areas along the scenic streets that are listed below and designated as special sign districts on Sectional Maps Nos. ____ through ____ of the Zoning Map of the City and County of San Francisco. These limitations shall apply to any portion of any property that is within 200 feet of any such street, unless a greater depth or area is indicated on said Sectional Maps.

Twin Peaks Boulevard for its entire length;
 Roosevelt Way for its entire length;
 Telegraph Hill Boulevard for its entire length;
 El Camino Del Mar for its entire length;
 Sunset Boulevard for its entire length;
 Portola Drive for its entire length;
 Skyline Boulevard from Sloat Boulevard to the County Line;
 Great Highway and Esplanade from Fulton Street to Sloat Boulevard;
 Nineteenth Avenue from Sloat Boulevard to Junipero Serra Boulevard;
 Sloat Boulevard from the Great Highway to Junipero Serra Boulevard;
 Junipero Serra Boulevard from Sloat Boulevard to the County Line;
 Lake Merced Boulevard for its entire length;
 John Muir Drive for its entire length;
 Zoo Road for its entire length;
 Harding Road for its entire length;
 The east side of Market Street extension from Mono Street to Portola Drive;
 Alemany Boulevard from Mission Street viaduct to Junipero Serra Boulevard;
 Marina Boulevard for its entire length;
 Lyon Street from Marina Boulevard to Lombard Street;
 Baker Street from Marina Boulevard to Lombard Street;
 Broderick Street from Marina Boulevard to Lombard Street;
 Jefferson Street from Lyon Street to Broderick Street;
 Beach Street from Baker Street to Broderick Street;
 North Point Street from Baker Street to Broderick Street;

Bay Street from Lyon Street to Broderick Street;
Francisco Street from Lyon Street to Broderick Street;
Chestnut Street from Lyon Street to Broderick Street;
Lombard Street from Broderick Street to Lyon Street;
Richardson Avenue from Lyon Street to Lombard Street;

Nineteenth Avenue from Lincoln Way to Sloat Boulevard
and from Junipero Serra Boulevard to St. Charles
Avenue;

Great Highway Extension south from Sloat Boulevard
to its junction with Skyline Boulevard near Harding
Boulevard;

The Embarcadero for its entire length;
Hunters Point Boulevard for its entire length;
Innes Avenue from Hunters Point Boulevard to Earl Street;
Jefferson Street from The Embarcadero to Hyde Street;
Taylor Street from Bay Street to The Embarcadero.

SEC. 609. Amortization Periods. Signs which fail to conform to one or more provisions of this Article 6 shall be removed or altered to conform within the time periods specified in Sections 609.1 through 609.7, and other signs which similarly fail to conform to this Article 6 shall be removed or altered to conform within such other amortization periods as may be established from time to time by the Board of Supervisors.

SEC. 609.1. General Advertising Signs Located in R Districts.

(a) When located in an R district continuously since May 2, 1960 and lawfully existing under this Code both on said date and on the effective date of this Article 6: within 5 years after May 2, 1960.

(b) When lawfully erected or placed in an R district subsequent to May 2, 1960 under provisions of this Code in effect when so erected or placed and before the effective date of this Article 6: within 5 years after completion of such erection or placement.

(c) When lawfully existing at the time (subsequent to May 2, 1960) of a reclassification to an R district of the property on which it is located, where such reclassification made or will make the sign non-conforming: within 5 years after the effective date of such reclassification.

SEC. 609.2. Within Candlestick Park Special Sign District.

Any lawfully existing sign which does not conform to Section 608.3 of this Code: within 5 years after the effective date of this Article 6 or such later date as the sign becomes non-conforming; unless such sign was made subject to removal or alteration within 5 years after July 23, 1960 by Section 4722.D of the San Francisco Building Code, as

OF THE AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn Ave., Chicago, Ill.
Subscription price, Five Dollars Per Annum in Advance
Single Copies, Fifteen Cents
Entered as Second-Class Matter, May 2, 1882
Postpaid
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917
Authorized Second-Class Mail Matter
Postage paid at Chicago, Ill.

Published by the AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn Ave., Chicago, Ill.
Subscription price, Five Dollars Per Annum in Advance
Single Copies, Fifteen Cents
Entered as Second-Class Matter, May 2, 1882
Postpaid
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917
Authorized Second-Class Mail Matter
Postage paid at Chicago, Ill.

... (The following text is extremely faint and largely illegible due to the quality of the scan. It appears to be a list of names and titles, possibly a table of contents or a list of contributors.)

... (The following text is extremely faint and largely illegible due to the quality of the scan. It appears to be a list of names and titles, possibly a table of contents or a list of contributors.)

that section was in effect immediately prior to the effective date of this Article 6, in which case such earlier date shall prevail.

SEC. 609.3. Within Civic Center Special Sign District. Any lawfully existing sign which does not conform to Section 608.4 of this Code: within 5 years after the effective date of this Article 6 or such later date as the sign becomes non-conforming.

SEC. 609.4. Signs Near Non-landscaped Freeways. Any lawfully existing sign which is now or hereafter near a non-landscaped portion of a freeway and which does not conform to the provisions of Section 608.5 of this Code: within 5 years after the effective date of this Article 6, or within 5 years after such date as the precise route of the freeway has been determined and designated but not before such route has been opened to traffic, whichever date is later; except that such period shall be within 15 years after the effective date of this Article 6 in the case of the San Francisco-Oakland Bay Bridge western terminus which extends from the westerly line of Fifth Street to San Francisco Bay.

SEC. 609.5. Signs Near Landscaped Freeways. Any lawfully existing sign which is now or hereafter near a landscaped portion of a freeway and which does not conform to the provisions of Section 608.5 of this Code: within one year after the effective date of this Article 6, or one year after the date when the landscaping project has been completed, whichever is later; unless an earlier date for removal or alteration of the sign has been established by Section 4721.C of the San Francisco Building Code, as that section was in effect immediately prior to the effective date of this Article 6, in which case such

earlier date shall prevail.

SEC. 609.6. Signs Near Certain Scenic Streets. Any lawfully existing sign which does not conform to Section 608.6 of this Code: within 5 years after the effective date of this Article 6 or such later date as the sign becomes non-conforming unless such sign was made subject to removal or alteration within 5 years after February 18, 1960 by Section 4722.D of the San Francisco Building Code, as that section was in effect immediately prior to the effective date of this Article 6, in which case such earlier date shall prevail.

SEC. 609.7. Wind Signs. Any lawfully existing wind sign in any zoning district: within one year after the effective date of this Article 6.

SEC. 609.8. Miscellaneous Service Station Signs in R Districts. Any lawfully existing sign at an automobile service station in an R district, other than a fin or pole sign, which does not conform to Section 606(c) 1 (B) of this Code: within one year after the effective date of this Article 6 or such later date as the sign becomes non-conforming.

Changes in Existing Code Provisions

CITY PLANNING CODE

- Par. 115(c). Accessory Uses, Other Buildings in R Districts (identifying signs). Change "Sections 143 to 146" to read "Article 6 of this Code."
- Par. 141(b). Parking Lots (advertising signs in R districts). Repeal.
- Sec. 143. Signs in R Districts. Repeal.
- Sec. 144. Signs, Exceptions. Repeal.
- Sec. 145. Name Plates. Repeal.
- Sec. 146. Identifying Signs. Repeal.
- Sec. 147. Sale or Lease Signs. Repeal.
- Sec. 148. Advertising Signs, Accessory to Non-conforming Uses. Repeal.
- Par. 153(c). Limited Continuance of Certain Non-conforming Uses or Buildings (signs). Repeal.
- Par. 201.1(h). Principal Uses Permitted, R-1-D Districts (sale or lease sign). Change "Sections 143 and 147" to read "Article 6 of this Code."
- Subpar. 203.1(c)4. Principal Uses Permitted, R-2 Districts (transitional uses, advertising sign). Repeal.
- Par. 204.2(c). Conditional Uses, R-3 Districts (hotels). Delete the words, "having not more than one (1) identifying sign."
- Subpar. 205.1(d)6. Principal Uses Permitted, R-4 Districts (transitional uses, advertising sign). Repeal.
- Par. 207.1(k). Principal Uses Permitted, C-1 Districts (advertising sign). Change "Advertising sign; provided, that no such sign shall be so placed as to face any public park or parkway if within one hundred (100) feet thereof." to read, "General advertising sign, as regulated by Article 6 of this Code."
- Par. 209.1(d). Principal Uses Permitted, C-3 Districts (advertising sign). Repeal.

General and Special

General

General and Special
General and Special
General and Special

General and Special
General and Special

General and Special

General and Special

General and Special

General and Special

General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

General and Special
General and Special

BUILDING CODE (Minimum Changes)

Secs. 4721 through 4721.G. Advertising Signs or Structures Adjacent to Certain Freeways. Repeal all, except those portions of secs. 4721.C and 4721.E that relate to dangerous and hazardous conditions.

Secs. 4722 through 4722.F. Advertisements, etc., Prohibited; Exceptions (relating to certain (non-freeway) trafficways and Candlestick Park Area). Repeal all.



